

REMEDIA

Mediakit
2025

- Pharmacotherapy journal released since 1991
- Offers up-to-date information concerning medicine and pharmacy, containing articles written by both leading Czech experts and new promising authors of original works
- Indexed in Bibliographia Medica Českoslovaca and, since 2020, also in the international database EBSCO Information Services
- Beside high-quality reviews of relevant topics, it has an original graphic form, serves as a teaching tool for medical students and students of pharmacy
- **Reprints**
- **Focus:** given topic under close review, prepared in collaboration with a client, according to his needs.

Target group of readers

General practitioners, specialists in various medical disciplines, pharmacists, students.

Technical parameters

Format	210 × 297 mm
Color printing	4/4 CMYK
Binding	V2
Number of copies	5.000
Periodicity	bimonthly
Distribution	sent directly to individual subscribers

Subscription fee

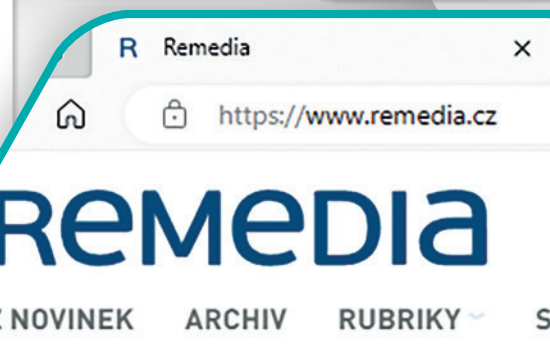
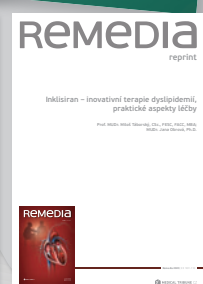
- Annual subscription fee 700 CZK (VAT included); 28 EUR for subscribers from Slovakia. Postage costs are covered in both cases.

Chairman of the editorial board

- Prof. MUDr. Miloš Táborský, CSc., FESC, MBA (First Department of Internal Medicine – Cardiology, University Hospital Olomouc)

Time schedule

Issue	č. 1	č. 2	č. 3	č. 4	č. 5	č. 6
Distribution	Feb	Apr	Jun	Aug	Oct	Dec



Monoklonální protilátky rozšiřují řady diagnóz

PRO PŘEDPLATITELE

25. 9. 2023

Vážené čtenářky, vážení čtenáři,

Advertising price list

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Journal structure – Permanent rubrics



Drug profiles

Detailed pharmacodynamic and pharmacokinetic characteristics of individual drugs put into context of treatment indications, specific traits of therapy and portfolio containing other available drugs.



Up-to-date information

Information about new drugs widening the available pharmacotherapeutic options, characteristics and treatment potential of the new preparations, clinical experience with their use; other news concerning pharmacology and pharmacy; regular updates by EMA; news and comments from professional meeting attendants; legal norms and questions concerning drug and therapy management from the legal point of view.



Reviews, opinions, discussions

Communications of experts concerning drugs and their clinical use, pharmacotherapy, and up-to-date medicine and pharmacology.



Clinical pharmacology and pharmacy

Detailed analysis of pharmacokinetic parameters and pharmacodynamic aspects, offering not only "refreshment" of theoretical knowledge but also practical pearls, with respect to clinical characteristics and experience. Information concerning clinical pharmacology pointing to treatment caveats, pharmacotherapy in specific populations, and need to individualize the therapy.



From theory to practice

Particular experience with treatment communicated in the form of interesting case studies and expert discussion about the given topic; detailed characteristics of published clinical studies, their results and conclusion as seen by experts; other practical experience concerning a given specialty.

COVER / FULL PAGE 210×297 mm <i>(to the fallout)</i>	
FULL PAGE WITH FLAP 208+105×297 mm <i>(to the fallout)</i>	

Cover	
2nd page of the cover	119 000 Kč
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Page opposite the contents	95 000 Kč
higher weight 2/1	125 000 Kč

Full page with flap	
higher weight	149 000 Kč

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Horizontal <i>(to the fallout)</i> 470 × 80 mm	59 000 Kč

	HALF A PAGE 210 × 148 mm <i>(to the fallout)</i>	HALF A PAGE 114 × 297 mm <i>(to the fallout)</i>	
1/2	49 000 Kč	1/2	49 000 Kč

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1/1	85 000 Kč

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Double page	109 000 Kč

